

Message Text

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ACTION EA-10

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R 040555Z MAR 75
FM AMEMBASSY SINGAPORE
TO USDOC WASHDC
INFO SECSTATE WASHDC 2094
AMCONSUL HONG KONG
AMEMBASSY JAKARTA
AMEMBASSY KUALA LUMPUR
AMEMBASSY MANILA

UNCLAS SINGAPORE 0857

USDOC FOR MOORE, OIM
SECSTATE FOR EA/EP

E.O. 11652: N/A
TAGS: BEXP, SN
SUBJ: DRAFT FY 1976 SINGAPORE CCP

REF: A) SINGAPORE 0342, B) DRAFT WAG FY 1976 CCP.

1. EMBASSY HAS REVIEWED DRAFT FY 1976 CCP PREPARED
IN WASHINGTON. WHILE DRAFT INCORPORATES MOST CAMPAIGN
THEMES SUGGESTED REFTEL, EMBASSY WISHES TO SUGGEST
SEVERAL REVISIONS PRIOR TO FORTHCOMING CCP DISCUSSION
WITH WAG REPRESENTATIVE AT POST.

2. REGARDING DRAFT'S SUMMARY OF PROGRAM ACTIVITIES,
(REFERENCE B PARAGRAPH 1.2), SAWMILL AND WOODWORKING
INDUSTRY CAMPAIGN, EMBASSY AGREEABLE TO INCLUSION OF
TRADE MISSION IN TANDEM WITH TRADE CENTER EVENT. WISH
POINT OUT, HOWEVER, THAT MANY POTENTIAL T.M. MEMBERS
AND EXHIBITORS COULD VISIT SINGAPORE IN YEAR PREVIOUS
TO EVENT, I.E., AS PART OF APRIL 1975 NORTHWEST STATES
IOGA OR JUNE 1975 WORLD WOOD SAWMILL SEMINAR.

3. REGARDING CONSUMER GOODS CAMPAIGN (REFERENCE B,
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PARA 1.3), EMBASSY AND AMERICAN BUSINESS COUNCIL

HAVE NO PLANS OR RESOURCES FOR AMERICAN FORTNIGHT
TYPE CAMPAIGN; AND WE UNDERSTAND FURNDS FOR SECOND
FY 1976 IN-STORE PROMOTION MOST UNLIKELY.

4. EMBASSY WELCOMES SUGGESTED MAJOR PROJECTS CAMPAIGN
REFERENCE B PARA 2.1.

5. EMBASSY PUZZLED BY LOW NUMBER (TWO) OF CONTRACT
RESEARCH STUDIES PROPOSED REFERENCE B PARA 2.2.
ASSUME THIS IS INDEPENDENT OF GMS STUDIES. EMBASSY
ALSO NOTES ITS RECOMMENDATION FOR MARKET-WIDE RESEARCH
ON SINGAPORE MARKET HAS BEEN DROPPED FROM DRAFT. THIS
SHOULD BE RE-INSTATED.

6. EMBASSY WISHES TO RETAIN REGIONAL EXPORT PROMOTION
AS CAMPAIGN THEME. IF OFFSITE EXHIBITS MUST
BE DELETED FROM THIS CAMPAIGN, SUGGEST THAT RATHER
THAN KEEPING THEM AS NEW CAMPAIGNS (REFERENCE B, PARAS
4.6 AND 4.7), OFFSITE EXHIBITIONS ALSO BE DELETED FROM
SINGAPORE CCP.

7. EMBASSY WILL WISH TO DISCUSS WITH WAG REPRESENTATIVE
ALL NUMERICAL TARGETS LISTED IN DRAFT. WE BELIEVE
SOME ARE TOO LOW AND SOME ARE TOO HIGH.

8. UNDER SECTION 4, OTHER ACTIVITIES, EMBASSY
CONTINUES TO RECOMMEND FULL SHOWS, NOT JEEPS, ON
INDUSTRIAL/COMMERCIAL SECURITY DEVICES AND MODERN
OFFICE EQUIPMENT THEME.

9. WE UNDERSTAND TOM MOORE WILL REPRESENT WAG AND
SOON BE VISITING SINGAPORE TO DISCUSS CCP. PLEASE
ADVISE ETA.
CRONK

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